



CITY COUNCIL

Open Government, Rules & Intergovernmental Relations Committee

**Monday, December 3, 2012
Meeting Report**

Attendance: D. Reed, S. Marmarou, D. Sterner Chair

Others Attending: S. Katzenmoyer, C. Snyder

The meeting was called to order at 6:48 pm by Mr. Sterner.

I. Update Welcome to Reading Guidebook

Ms. Katzenmoyer stated that Council staff has completed the update and forwarded the guidebook to Ms. Snyder.

Ms. Snyder thanked Council staff for their hard work on this project. She stated that Ms. Loaiza has been obtaining printing costs. She stated that the past edition did not contain ads but that this time they are considering full page, half page and business card sized ads to cover the cost of printing. She stated that the cost of the ads will be determined by the cost of the printing. Ms. Snyder stated that she has prepared a letter for businesses for placing ads.

Ms. Snyder stated that 15,000 copies were ordered in the past but that the material became quickly outdated. She commended Council staff for editing the guidebook in a way that information will not become dated quickly. She suggested ordering 5,000 – 10,000 copies. She stated that two of the printers are located in the City and that the Career and Technology Center was also contacted. She stated that thus far estimates range from \$4,300 - \$5,000 for 5,000 copies.

Ms. Snyder stated that a Spanish version would incur an additional cost for translation. She stated that Ms. Loaiza has suggested placing the guidebook on the website so that users can use Google Translate. She stated that additional sponsors can be sought for the Spanish version if it is decided to move it forward.

Ms. Reed suggested working with a local college for the translation. Mr. Marmarou agreed.

Mr. Sterner suggested reaching out to the Hispanic Center. Ms. Snyder noted her willingness to speak with Mr. Toledo and stated that he may also be able to guide her with the need for the translation.

Ms. Reed suggested that Councilors assist selling ads. Ms. Snyder expressed her thanks.

Mr. Marmarou suggested that Council sponsor a full page ad.

Mr. Sterner questioned when the project would be complete. Ms. Snyder stated that the project will move forward once the cost is known and the ads are complete.

Ms. Reed stated that this project does not need an RFP as it is under the spending ceiling.

II. Ethics Training & Review

Ms. Katzenmoyer reminded Council that Charter Trainings are scheduled for Tuesday, December 4 and Tuesday, December 11 at 5:30 pm.

Ms. Reed stated that she will be attending.

Ms. Snyder stated that she is unable to attend. Ms. Katzenmoyer stated that she will contact the Charter Board chair to determine if there will be make-up sessions or if Ms. Snyder can be given copies of materials.

III. Communications Policy

Ms. Snyder distributed an amended media policy. She stated that she has added the Managing Director who can permit employees to speak with the media. She questioned where Council staff falls. She suggested a Council policy to guide Council staff. She stated that the discipline statement has been changed to allow for a scale of violations.

Ms. Reed stated that the policy does not mention the Media Specialist.

Ms. Katzenmoyer stated that the Council policies are reviewed every two years. She stated that if a policy is not included, one will be drafted.

Ms. Snyder stated that new memos will be issued regarding communication with Council staff and agenda items. She stated that routine requests will be defined and examples included. She suggested that the Mayor's staff be contacted directly by Council staff for agenda items which affect their projects.

Mr. Sterner questioned communication between the Managing Director and the Mayor's staff. Ms. Snyder stated that it is fine but that she would prefer Council staff and the Mayor's staff work directly with each other.

Mr. Sterner questioned if the Mayor's staff is keeping the Managing Director informed of their projects. Ms. Snyder stated that they do when they need to implement change or spend funds.

Ms. Snyder noted her hope that these new policies will improve communication and keep employees out of delicate situations.

Mr. Sterner stated that generally Councilors make requests through Council staff and the Managing Director's office.

Ms. Reed explained that the communication policy began under Carl Geffken. She stated that new personalities and the lack of a Managing Director put a strain on the policy. Ms. Snyder agreed and stated that the memos put people on edge.

Ms. Katzenmoyer requested that Council staff review the updated memos before they are sent so that examples can be accurate. Ms. Snyder stated that she was planning to work with Council staff.

Mr. Sterner noted his hope that the new memos will alleviate employee fears. Ms. Snyder stated that the examples should be helpful and that she will lead by example.

IV. Citizens Advisory Board

Ms. Snyder stated that she has met with the remaining members of the Citizens Advisory Board (CAB). She stated that she indicated that she would address this issue at the conclusion of the budget season. She stated that she is working on a new mission statement and direction for the CAB.

Ms. Snyder stated that the former purpose was very broad and that 21 members is cumbersome. She stated that the target audience is very broad as well. She noted the need to focus on residents.

Ms. Reed stated that Council needs a formal presentation on the Market Value Analysis (MVA). She noted her hope that this would occur before the public presentation. She expressed the belief that it is reprehensible that this is not yet scheduled on Council's calendar. Ms. Snyder suggested that it take place at the January work session.

Ms. Reed suggested that membership be 11. She stated that each Councilor would make one appointment and the Mayor four appointments. Ms. Snyder was agreeable to that number.

Ms. Snyder stated that the CAB only needs ad hoc committees as issues come forward. She stated that the CAB should always focus on communication. She noted the need to address the remaining members whose terms expire in December 2012. Ms. Katzenmoyer stated that she will send them letters and applications to begin the reappointment process.

Ms. Snyder noted the need for consistent attendance by staff and officials. Ms. Reed volunteered to continue attending.

Ms. Snyder stated that she will be drafting legislation to distribute to current members for their comment. Ms. Katzenmoyer requested that Council staff assist with drafting the legislation. Ms. Snyder agreed and stated that she would never draft legislation without working with Council staff.

V. Report on Formation of New Community Groups

Ms. Katzenmoyer stated that she will work with Ms. Torres on this issue.

The Open Government, Rules, and Intergovernmental Relations Committee adjourned at 7:59 pm.

Respectfully Submitted by,
Shelly Katzenmoyer,
Deputy City Clerk